Lesson Plan – Indicator 4.02

Objective: FITSW create a poster advertising an assigned website.

**Essential Question #1:**

**How are social media used in personal life?**

* Complete the 4.02a Social Media PPT Reading Guide
* Use 4.02a Social Media PPT to define Key Terms
* Complete 4.02a Key Terms
  + Discuss with students
* Complete 4.02a Do You Facebook?
  + Discuss with students
* Divide students into pairs.
  + Use 4.02a Explore Social Media Websites to match each website to its description.
    - Use Smart Board activity to review with students
* Assign one website from the following list to each student.
  + Use 4.02a Website Ads
  + Create a poster advertising the website
    - Smart Board file lists the required elements for the poster

|  |  |
| --- | --- |
| Websites | |
| 1. Del.icio.us 2. StumbleUpon 3. Blinklist 4. Simpy 5. Symbaloo 6. Diigo 7. Reddit 8. Pinterest 9. Linkedin 10. Google+ | 1. Edmodo 2. Twitter 3. Flickr 4. Badoo 5. Twiducate 6. Wiki 7. Wikia 8. Flashmob 9. Mashable |

Lesson Plan – Indicator 4.02

Objective: FITSW conduct Internet research to find examples of businesses that use each of the social media and explain how social media is used in the example.

**Essential Question #2:**

**How are social media used in business?**

* Complete 4.02b Social Media PPT Reading Guide
* Divide students in pairs.
  + Complete 4.02b Using Social Media in Business

Lesson Plan – Indicator 4.02

Objective: FITSW read an article on social media in the workplace and answer questions based on their reading.

**Essential Question #3:**

**What are the ethical considerations when using social media?**

* Introduce ethical use of social media in business with 4.02c Social Media PPT
  + Use as a discussion starter
* Read article at <http://jobsearch.about.com/od/onlinecareernetworking/a/violating-company-social-networking-policy.htm> and answer questions on 4.02c Social Media in the Workplace.
* 4.02 Review activities